GOVERNMENT OF ANDHRA PRDESH

ABSTRACT

General Administration (I&PR) Department – Appointment of (08) Technical Coordinators on contract basis – Re-designating as State Technical Coordinators on contract basis initially for a period of one year w.e.f 01.09.2019- Job Chart of the State Technical Coordinators – Orders – Issued.

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GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Rt.No.900 Dt.29.05.2020

Read the following:

1. From the Commissioner, I&PR, A.P., Vijayawada Lr.No.005135/VE/ SM/2019, Dated:21.10.2019.
2. Memo No.GAD01-IPROPR(ESTT)/62/2019, dated:29/11/2019.
3. E-file bearing No. 11/105/2020-CMO (Computer No. 1088250) received from the Hon'ble Chief Minister.
4. CMP Note No.1128/ Addl.Secy/2020, Dt: 13.03.2020 received from the Addl. Secretary to Hon'ble CM.

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O R D E R:

In the reference 2nd read above, orders have been issued to appoint the following members as Technical Coordinators on contract basis initially for a period of one year to look after Social media, Digital media, Electronic media and Monitoring of multimedia and update the Chief Minister's Office from time to time as per instructions and to work in the Centralized Communication and Coordination wing.

1. Sri Chekuri Kiran
2. Sri Jakkam Sudhakar Reddy
3. Sri Malladi Sandeep Kumar
4. Sri A. Linga Reddy
5. Sri K.P. Prasad Reddy
6. Sri I. Narayana Reddy
7. Sri G. Dasarath Rami Reddy
8. Sri Y. Rajashekar Reddy.

2. Whereas, the digital campaigning, multi media campaigning, monitoring of social media, electronic media and digital media are integral part of disseminating information on various Government welfare and developmental activities including highlighting the concept and themes of prestigious programme of Nava Ratnalu to avail its benefits by the needy people across the State.

3. Government, after careful examination of the matter, hereby re-designating the above (08) Technical Coordinators as State Technical Coordinators on contract basis initially for a period of one year duly assigning the following duties & responsibilities to the post of State Technical Coordinators:

Job chart

Role: Integrated Centralized Communication and Coordination Wing of All Information & Public Relations Activities for instant Communication of all issues of public importance and the state administration and monitoring of all Social media, Digital media, Electronic media and Multimedia and to update the Chief Minister Office from time to time.

(Contd…Pg.2)

Responsibilities:

I. External Communication:- Monitoring of messages disseminated through paid, owned or earned media by taking Government schemes to the beneficiaries intended.

II. Internal Communication:- Coordinating by planned messages disseminated to departments through a variety of Communication channels, including newsletters, press releases, posters etc., through mails.

III. Public Relations Research:- Report to Secretaries, if any instance of certain Print, Electronic and Social Media is deliberately trying to tarnish the image of Government and Government officials by spreading false, baseless and defamatory news with mala-fide interest.

IV. State Administration:- By coordinating with the concerned, whether all the Government welfare schemes reach to the intended beneficiaries from State level to ground level.

- Monitoring of outdoor Branding of Government welfare schemes.
- Monitoring of Government websites updating timely.

V. Coordinating and communicating public grievances received via social media to the concerned.

VI. Monitor and Coordinate with all Departments to make sure the Government policies takes top seat in Digital media.

VII. Analyzing the outreach (analytics) of Government policies in Social and Digital Media platforms and prepare a detailed report and submit to Chief Minister's Office timely.

Social/Digital Media	Electronic/Print Media
Facebook, Twitter, Instagram, Helo, Share Chat, WhatsApp, Telegrame, Tik Tok, linkdin, Websites, Quora, Wikipedia, News Apps.	Local and National Media News Channels and News Papers as well

They shall be paid a monthly remuneration of Rs.75,000/- (Rupees seventy five thousand only) per month with retrospective effect from 1-9-2019 from the following organizations as mentioned against their names.

Sl.No.	Name	Organization from which Remuneration to be drawn
1	Sri Chekuri Kiran	Andhra Pradesh Scheduled Tribes Co-operative Finance Corporation Limited (TRICOR), Vijayawada
2	Sri Jakkam Sudhakar Reddy	Andhra Pradesh Scheduled Tribes Co-operative Finance Corporation Limited (TRICOR), Vijayawada
3	Sri Malladi Sandeep Kumar	Andhra Pradesh Mineral Development Corporation, Vijayawada
4	Sri A. Linga Reddy	Andhra Pradesh Mineral Development Corporation, Vijayawada
5	Sri K.P. Prasad Reddy	Andhra Pradesh State Beverages Corporation Ltd, Vijayawada
6	Sri I Narayana Reddy	SWATCHA BHARAT MISSION
7	Sri G. Dasarath Rami Reddy	RURAL DEVELOPMENT (CRD)
8	Sri Y. Rajashekar Reddy	RURAL DEVELOPMENT (CRD)

(Contd..Pg.3)

They shall be allotted office space/work stations in RTGS for effective discharge of duties entrusted. They shall report to the CEO, RTGS Department of Information Technology, Government of Andhra Pradesh.

4. The Director, TRICOR, A.P., Vijayawada, VC & MD, APMDC, Vijayawada, MD., A.P., State Beverages Corporation Ltd, MD., Swatch Bharat Mission, A.P. and Commissioner, Rural Development, A.P. Vijayawada shall take necessary action in the matter accordingly.

5. This orders issues with the concurrence of the Finance (FMU.GAD.II) Department vide their U.O. No.FIN01-FMU0PC(GAD2)/32/2020, dated:28.05.2020 (C.No: 1100932).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T. VIJAY KUMAR REDDY
EX-OFFICIO SPL. SECRETARY TO GOVT. (I&PR)

To
The individuals through CEO, RTGS, Dept of
Information& Technology, Govt of A.P.
The CEO, RTGS, Dept of Information & Technology, Govt of A.P
The Director, TRICOR, A.P., Vijayawada.
The VC & MD, APMDC, A.P., Vijayawada.
The MD., A.P. State Beverages Corporation Ltd.,A.P.
The MD, Swatch Bharat Mission, A.P.
The Commissioner, Rural Development, A.P.
Copy to:-
PS to Hon'ble Minister (I&PR)
PS to Chief Secretary to Govt.
PS to Prl. Advisor to Hon'ble CM
PS to Addl. Secy to Hon'ble CM
PS to E.O. Spl. Secretary to Govt. (I&PR)
The Commissioner, I&PR, A.P., Vijayawada.
PS to Advisor (Communications).
The Finance (FMU.GAD.II) Department
The Publicity Cell, A.P. Secretariat, Velagapudi.
Sc/Sf

//FORWARDED::BY ORDER//

SECTION OFFICER